



# A guide to promoting your Green Key award



# Promoting your Green Key Award



## How to promote your Green Key Accreditation

Congratulations on earning a Green Key award for your establishment. Green Key is a leading international eco-label for leisure and tourism facilities and your establishment joins more than 4,000 establishments across 60+ countries that hold the award.

To get the most out of your award win you will want to shout about it and what it means. This guide provides some handy hints and tips for how you can communicate the win both internally to stakeholders, suppliers, and externally to customers and competitors alike!

## Key facts

When communicating the award, here are some key facts to help you explain what the award is and what it means:

- Green Key is a leading international eco-label for tourism and hospitality facilities.
- Awarded establishments comply with strict criteria, independently verified through regular on-site audits.
- Over 4,000 establishments across 60+ countries hold a Green Key.
- To achieve the award, establishments are assessed against 130 criteria in 13 categories.
- Each application is assessed by an independent panel before being awarded.
- Green Key is one of the 5 programmes managed by the **Foundation for Environmental Education (FEE)**. The programmes are recognised by FEE's institutional partners including; the **World Tourism Organisation** and **UN Environment Programme**.
- The Green Key Hotel criteria is recognised by the **Global Sustainable Tourism Council**.

# Key facts at a glance



## 130 criteria across 13 categories

 Environmental management	 Staff involvement	 Guest information	 Water	 Washing and cleaning	 Waste	
 Energy	 Food and beverage	 Indoor environment	 Green activities	 Green areas	 Corporate social responsibility	 Administration

## Globally recognised award



## Eligible Categories

Hotel & Hostel



Small accommodation



Restaurant



Campsite & Holiday Park



Attraction



Conference center



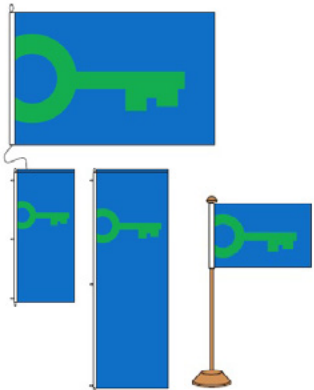
# Promoting the certification onsite



All winning establishments are given an award certificate and a plaque featuring the award logo. As part of the imperative Green Key criteria, these must both be displayed in the reception/lobby of your establishment to inform guests of the award.

You can also purchase additional materials for promotion on site including fabric flags, desktop flags, additional plaques and pin badges for your team. View all available collateral [here](#).

Green Key Flags:



Green Key pin badge:



# Green Key Logo



Alongside the physical materials provided, we have also provided the Green Key logo to apply to your own marketing materials within your establishment.

The logo could be applied to such items as in-room notices, restaurant menus, in-room entertainment messaging and any instructional material for guests around sustainable practices such as reusing towels or saving water.

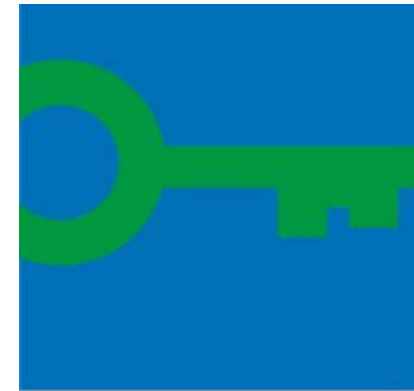
The logo is provided in JPEG and EPS format. When applying the Green Key logo to your own materials be sure to follow the brand guidelines which are detailed in the document provided in the Assets Folder.

Also provided in the asset folder is the artwork for a double sided countertop tent card which provides an overview of the award for hotel guests. We encourage you to print this out and display it in high footfall areas such as concierge and reception desks.



[Click here to access assets](#)

## For use on website, social media or printed materials.

- Ensure the logo is used in this format, not stretched, cropped or edited.
- Provided in JPEG or EPS file format, in link to assets
- Web address for more information:  
[www.greenkeyengland.co.uk](http://www.greenkeyengland.co.uk)



# Green Key

	RGB: 0 102 204 PAN: 300 U WEB 0066CC CMYK: 100 46 0 0		RGB: 0 102 204 PAN: 300 U WEB 0066CC CMYK: 100 46 0 0
--	--	--	--

✓ Green Key

- ✗ The Green Key
- ✗ green key
- ✗ Green key
- ✗ green Key

# Digital marketing materials

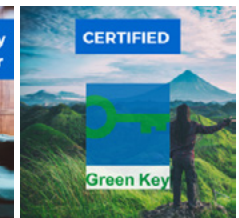
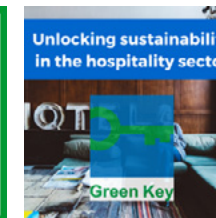
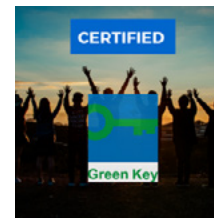
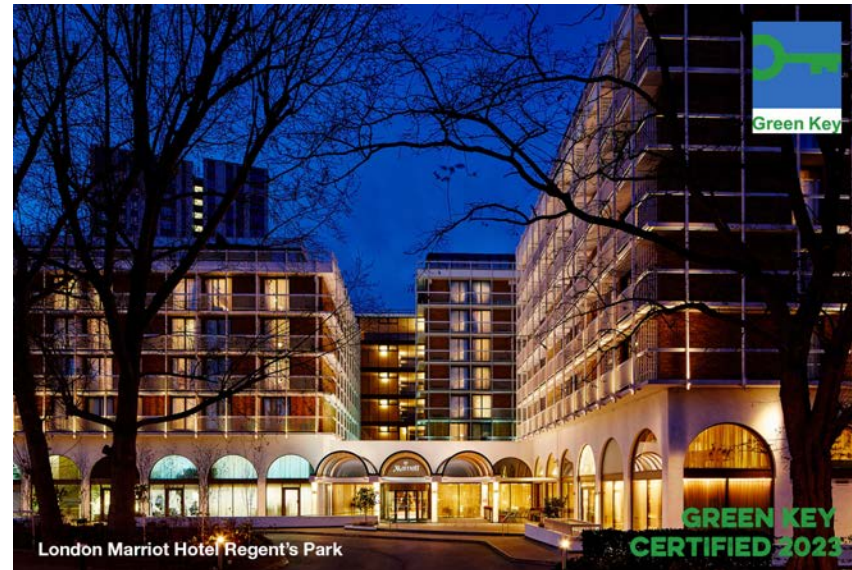


Within the asset pack you will also find a range of digital media assets including the winners signature and some sample social media graphics.

As part of the Imperative Green Key criteria, information about the award must be displayed on your website. We also encourage all winners to add the Green Key award logo to their digital media touchpoints such as email footers and social media headers.

Copy has been provided for your website (see next page) and suggestions for social media posts. Please get in touch if you would like any further guidance.

[Click here to access assets](#)



*We're a Green Key award winning establishment in 2024*

Find out more at:  
[www.greenkeyengland.co.uk](http://www.greenkeyengland.co.uk)



**Green Key**

# Information for your website



Please add the following copy to your website to promote the accreditation with Green Key. Where possible a hyperlink to our website [www.greenkeyengland.co.uk](http://www.greenkeyengland.co.uk) would also be preferable.

Green Key is an international eco-label for tourism facilities. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry. The Green Key programme is run internationally by the Foundation for Environmental Education. In England it is managed by the environmental charity Keep Britain Tidy.

Green Key provides a well-proven framework for an establishment to work with its environmental management on sustainability issues, including awareness raising. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent on-site audits.

Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants, and attractions.

For guests, a Green Key shows that the establishment is committed to reducing the environmental impact of their stay. The Green Key programme is linked to the Sustainable Development Goals 2015-2030 addressed by the United Nations.

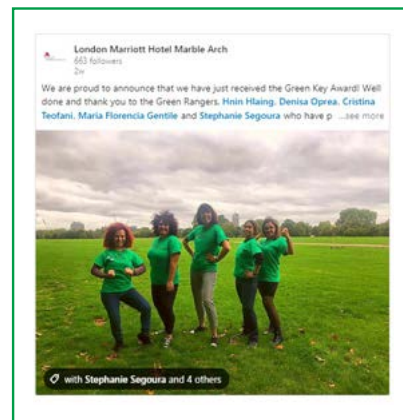
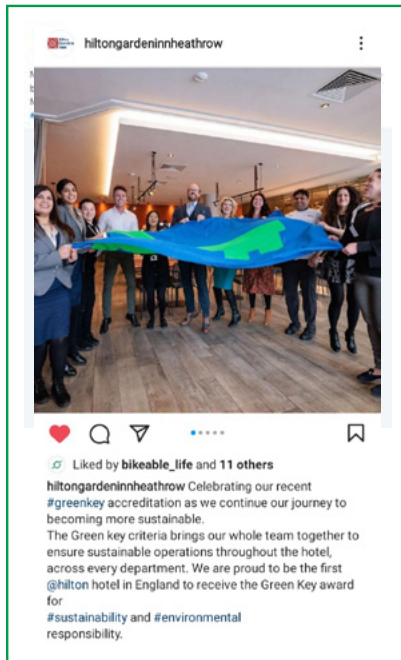
Find out more at [www.greenkeyengland.co.uk](http://www.greenkeyengland.co.uk)

You can add specific information about what your establishment has done to achieve Green Key, but this is the suggested minimum.

If you create any original assets (digital or printed) using the Green Key logo and information you must send them to [greenkey@keepbritaintidy.org](mailto:greenkey@keepbritaintidy.org) for prior approval.



# Example social media posts



Great to receive recognition by [@GreenKeyEngland](#) for the environmental initiatives our hotel is undertaking, such as XXXXXX (e.g. providing filtered tap water in guest rooms and meeting rooms) in order to XXXXXX (e.g. reduce the demand for bottled water and unnecessary waste) #GreenKey

We're excited to announce we have achieved Green Key certification from [@GreenKeyEngland](#) for the efforts we are making to protect the environment! #GreenKey

- Hashtags:**
- #greenkey
  - #sustainabletourism
  - #tourism4sdgs
  - #responsibletourism
  - #togetherforourplanet
  - #buildbackbetter

**Tags:**

Tag [@GreenKeyEngland](#) on Twitter, Instagram and LinkedIn so we can share them as well!

**Top tips:** Use relevant photographs from your establishment to showcase some actions you are taking for the environment. Or use a photo of the team with the Green Key plaque and certificate – photos with people in work well! Be sure to get their permission to share these online.

[Click here to access assets](#)



# Media coverage for your award



Within the assets folder you will find a templated press release about the award, which includes a quote from Keep Britain Tidy CEO Allison Ogden-Newton OBE. You are welcome to use this as a start point for creating your own release about the award.

We find that releases which contain information and examples of specific actions that establishments have taken to reduce their environmental impact get more pick-up and coverage. Once you have tweaked the release please do send it back to us as we will push out via our media contacts too.

We will also create a news article about your award to be published on both our and the Green Key International websites. Furthermore, we will list you in our directory of awarded establishments, feature you on the global map of sites on the England and international websites and mention your award in our monthly newsletter and on our social media channels.

[Click here to access assets](#)



# Online booking platforms



Green Key have partnered with BeCause, a sustainability data management hub, which enables Green Key certified establishments to be visible on marketplaces such as Booking.com.

BeCause require all Green Key certified establishments to access their profile and enter their Booking.com ID in order to be recognised with the 'Travel Sustainable 3 leaves +' badge – the highest recognition on the platform.

You must claim your profile by following these simple steps. Your certification will then be displayed on Booking.com within 7 days.

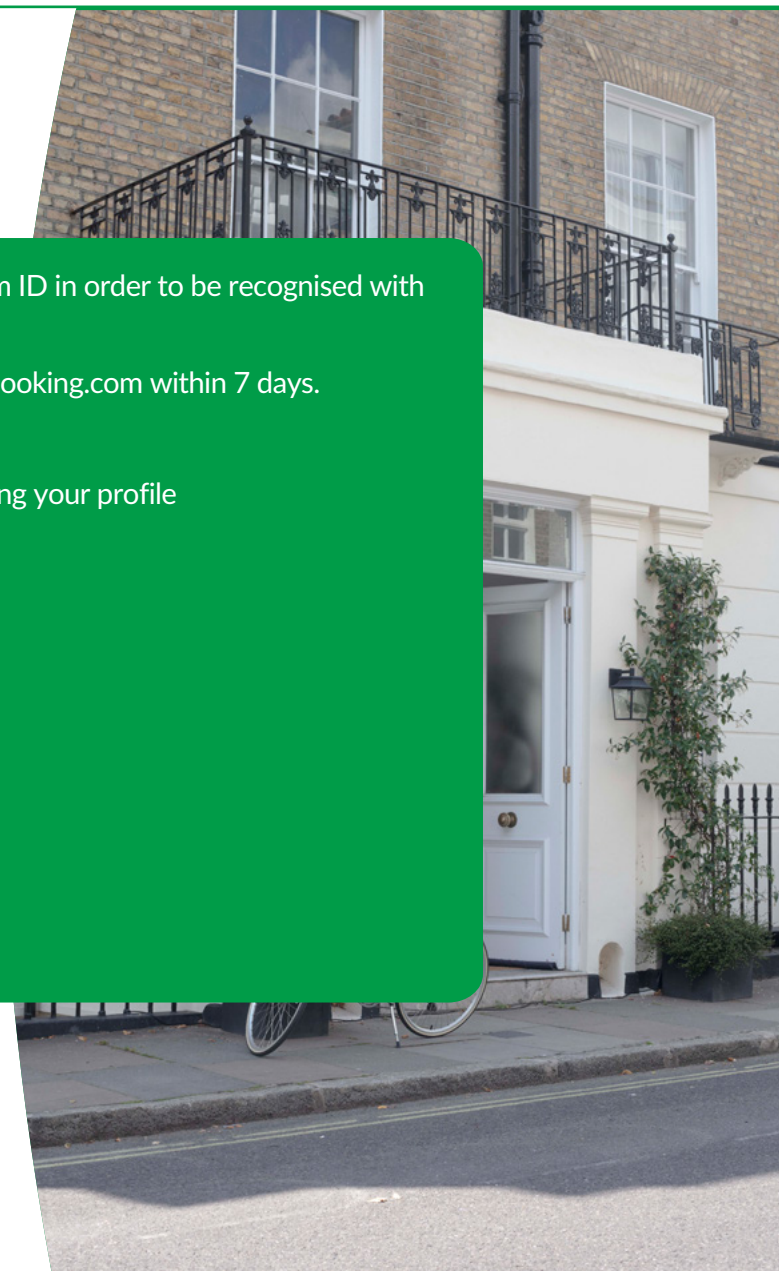
1. Go to [www.because.eco](http://www.because.eco) and sign up
2. Claim your company profile by typing the name of your establishment in the search field and choosing your profile (If you have issues with claiming, please write to [claim@because.eco](mailto:claim@because.eco))
3. Once you have claimed the profile, you will be directed to the Manager in BeCause
4. Go to 'Collect'
5. Click on 'General Info'
6. Add your Booking ID at the bottom of the page
7. Also, feel free to check and update the following information:
  - a. Website URL
  - b. Address
  - c. And other information

If you have any questions or require any support, feel free to write to [support@because.eco](mailto:support@because.eco).

## Google Travel

To be listed as 'eco-certified' on Google Travel establishments must login to their Google Business Profile and indicate that they hold a valid Green Key certificate.

Find out more [here](#).



## Find out more:



[www.greenkeyengland.co.uk](http://www.greenkeyengland.co.uk)



[greenkey@keepbritaintidy.org](mailto:greenkey@keepbritaintidy.org)



07949166709



**Green Key**



Green Key is run internationally by non-profit organisation the Foundation for Environmental Education and managed in England by the environmental charity Keep Britain Tidy.

